

Beachmaster Unit ONE (BMU 1) Command Vision, Philosophy, and Principles

As I expect you to embrace and execute the below, you can expect the same from me. As your Commanding Officer my job is not only lead you, but also to work for you, ensuring you are geared for success – for our success is linked.

Vision

We are the first Beachmaster Unit in the most technologically advanced and powerful Navy the world has ever seen. We are an elite Unit with specialized skills and responsibilities, and we are the absolute best at what we do.

BMU ONE will always be combat ready and forward looking to meet our challenges and prevail.

Philosophy

In order to maintain a high state of combat readiness my focus is centered on three areas vital to our success: ***safety, training, and maintenance.***

Safety: We must infuse safety into every aspect of our lives and think about what hazards can get me or my teammates hurt. Our ORM must be well thought out, and must be understood from the bottom up. ORM changes constantly, it is a dynamic process that must be re-evaluated as evolutions or operations progress; if you are confused, chances are everyone else is - stop and demand clarification. I will not tolerate safety violations nor should you.

Training: Training is the foundation for safe, effective, and efficient combat operations. We will realistically train and evaluate our teams, and be harder on ourselves than any outside evaluator. We will train as a team and as individuals, ensuring that we can fulfill all our requirements and strive for those positions of leadership and responsibility. A lack of training will lead to unskilled and timid operators - I want bold leaders who know what they are doing, training is the key to this.

Maintenance: Our equipment is complex and highly capable, but if it does not work we cannot do our jobs. You will adhere to all maintenance and operational procedures to guarantee a fully-functioning, operational asset. Immediately address all issues to prevent cascading casualties. Because you may take this equipment into combat, your life and that of your teammates depend on your maintenance - never forget this.

Principles

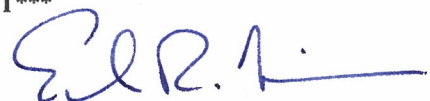
Honesty: I do not lie, cheat, or steal, nor do I tolerate those who do. I expect the same from you. Be forthright in your reporting even if it is bad - bad news never grows better with time.

Trust: I trust you to do your job - so do it. We are a team and must trust each other implicitly. I will always let you know what I know and when I can, the "why" behind it. When I cannot, rest assured that I will make decisions in the best interests of the command - I expect you to do the same.

Do your best: This is the most I will demand of you. Sprout where you are planted here at BMU 1. Set your standards high, and grow professionally and personally. Never settle for the minimum, and if you spot a deficiency anywhere at the command - fix it immediately, or propose a solution.

As the vanguard of any amphibious operation, we will always lead from the front with moral courage and valor in both peace and war. The world is on notice: those who threaten America's interests or dare terrorize its citizens will face the full brunt of American fighting spirit - Any Beach... Any Time!

HONOR - COURAGE - COMMITMENT



E. R. NILSSON, CDR, USN
Commanding Officer